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40. A method comprising preparing a fermented beverage of the beer type from a beer wort, and said preparing step including the step of adding pectin E 440 in a predetermined proportion in order to inhibit coagulation and precipitation of proteins so as to obtain at least one of a persistent irreversible haze which remains at room temperature and of a reversible haze which forms at low temperature and disappears at room temperature, said persistent irreversible haze and said reversible haze each having respective predetermined characteristics in terms of intensity and persistence over time in the event of storage.

41. A method according to claim 40, further comprising introducing said pectin into the beer wort while in a heated condition so as to create a permanent haze.

42. A method according to claim 40, further comprising introducing said pectin into the beer when

dispensed.

43. A method according to claim 40, further comprising adding said pectin in a proportion of between about 10 mg/l and about 1000 mg/l.

44. A method according to claim 43, wherein said adding step comprises adding said pectin in a proportion of between about 50 mg/l and about 500 mg/l.

45. A method according to claim 43, wherein said adding step comprises said pectin in a proportion on the order of from 100 mg/l to about 300 mg/l.

46. A method according to claim 40, further comprising adding said pectin in a proportion of between about 5 mg/l and about 2000 mg/l of wort or of beer.

47. A method according to claim 46, wherein said pectin adding step comprises varying the proportion of said pectin which is added in an inverse proportion to the degree of reactivity and the degree of purity of said

48. A method according to claim 40, further comprising adding said pectin in a nature and a quantity and under conditions which create protein particles having a mean diameter of about 0.3 μm .

49. Fermented beverage of the beer type prepared from a beer wort, characterized in that said beverage is prepared using the method according to claim 40.